Application examples
Layouts on coloured surfaces and with images within the segments of the »Gaußraster«, with and without institute logo and institute name.

Corporate Design-Guidelines
Detailed information on the corporate design can be found at [www.tu-braunschweig.de/presse/cd/toolbox](http://www.tu-braunschweig.de/presse/cd/toolbox) (logged in with your user ID of the Gauß-IT-Zentrum). The CD toolbox provides you with layout examples of common applications as well as digital logo templates, Nexus typefaces and sample layouts in InDesign, Word, PowerPoint and LaTeX for business equipment, flyers, posters, brochures, presentations, videos and much more.

Commitment to the Corporate Design Guidelines
Since 1 October 2010, the Corporate Design Guidelines have been mandatory for all publications and materials of all institutes and facilities of the TU Braunschweig.

Resolution of the Presidency of the TU Braunschweig, September 2009

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Communicating Science – Corporate Design

Basic Elements

The logo, the specific colours and the house fonts are the basic elements of the corporate design. They are the basis for a consistent visual presentation and, in combination with the design principles, ensure a unique and lively appearance.

Sealing band / Logo

The Technische Universität Braunschweig is clearly committed to using the seal as a visible sign of its long tradition within its corporate image. The logo of the TU Braunschweig consists of the seal with the inscription »Carolo-Wilhelmina Braunschweig« and the adjoining university name. Both are placed on a rectangular sealing band. The logo is always used in this unit and may not be changed in form or proportion.

Fonts

The house font of the TU Braunschweig is Nexus. It is used to create professional print publications such as brochures, flyers, advertisements and posters.

NexusSans Regular, NexusSans Bold
NexusSerif Regular, NexusSerif Bold

The Arial font is used exclusively in office communication and in all office programs.

Arial, Arial Bold

Colours

In addition to the primary colours red, black and white, secondary colours create a varied and independent colour climate. The secondary colour series consists of a total of 12 colours. They are divided into four areas: yellow-orange, green, blue and violet. All secondary colours and black can be brightened in 20 percent intervals. The colour values, CMYK for four-colour printing, RGB and HEX can be found in the CD toolbox at www.tu-braunschweig.de/presse/cd/toolbox/basis/farben

TU Braunschweig Red (HKS 15) 10-100-80-0 190-30-60

<table>
<thead>
<tr>
<th>Colour Area Yellow-Orange</th>
<th>Colour Area Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-100-60-60 113-28-47</td>
<td>0-83-74</td>
</tr>
<tr>
<td>Colour Area Blue</td>
<td>Colour Area Violet</td>
</tr>
<tr>
<td>100-20-12-73 0-63-87</td>
<td>50-100-35-60 76-24-48</td>
</tr>
</tbody>
</table>

Sum formula of Carl Friedrich Gauss

Design Principle

Layout system

The layout system, which is used in all media, is a defining element of the image of the TU Braunschweig. It distinguishes between a sender area (who speaks?) and a communication area (content). The sealing band forms the clasp between the two areas.

Segmentation into sender and communication area

The characteristic »Gaußraster« is based on the sum formula of Carl Friedrich Gauss. It divides the communication space for publications into different areas. Several segments can be combined.

\[
1 + 2 + 3 + 4 + \ldots + n = \frac{n(n+1)}{2}
\]